# Hadley unveils retrofit-led plan for 2,300 homes at former GSK HQ in Brentford



Hadley Group has submitted a planning application for a 13-acre redevelopment of the former GSK headquarters at 980 Great West Road in Brentford, west London. The proposals aim to deliver around 2,300 homes and more than 320,000 square feet of flexible commercial and retail space, with 35% of housing designated as affordable, according to the lead report. A scoping opinion published by local community sources and planning consultants outlines two principal massing elements for the site, including a tall block around 25 storeys containing roughly 750 flats, 530 student beds and 330 co-living units, plus a second 15-storey block with a further 750 flats and a larger share of commercial space. Access would be via Boston Manor Road and the Great West Road, with around 240 parking spaces on site. These massing concepts accompany a broader vision for a high-density, mixed-use neighbourhood on the 13.4-acre campus.

Industry observers note the scheme’s retrofit-led approach and its multi-tenure planning as a core feature. Turley, acting for Hadley Property Group, has filed the planning submission detailing a mix of Build-to-Rent, co-living and purpose-built student accommodation, with 35% affordable housing and more than 330,000 square feet of flexible commercial, retail and community space aimed at supporting a diverse local economy. The masterplan, developed by Haworth Tompkins, Studio Egret West, DRMM and Metropolitan Workshop, emphasises a reuse-first strategy, reduced embodied carbon, enhancements to public realm and stronger links to riverside parks, alongside a broader ambition to knit the site into Brentford’s urban fabric. Peterson Group’s portfolio materials also flag Hadley’s involvement as a joint endeavour, underscoring the collaboration behind the project as it moves toward formal planning stages.

Beyond the official submission, the project sits within a wider recent timeline for GSK House. Hadley, described as a Peterson Group portfolio company, completed the acquisition of GSK House in Brentford in November 2024, with public consultation and a collaborative Brentford planning process anticipated in 2025. A separate community-forward briefing from local sources outlines a variant massing for the site, suggesting around 2,000 flats across twelve blocks with at least 35% affordable housing, including a substantial component of socially rented homes, together with a significant commercial element and supporting facilities such as play space and community amenities. The design team referenced in these discussions includes a mix of architecture and landscape practices, and the overall objective remains to create an inclusive, sustainable neighbourhood that integrates housing with commercial, charitable, educational and community spaces.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.bdonline.co.uk/news/plans-in-for-2300-home-redevelopment-of-former-gsk-headquarters/5137715.article), [[4]](https://new.brentfordtw8.com/page/brentfordtw8/info/congsk008.htm)
* Paragraph 2 – [[1]](https://www.bdonline.co.uk/news/plans-in-for-2300-home-redevelopment-of-former-gsk-headquarters/5137715.article), [[2]](https://www.turley.co.uk/news/planning-application-submitted-former-gsk-hq), [[5]](https://www.petersonhk.com/real-estate/gsk-house-u-k/)
* Paragraph 3 – [[3]](https://new.chiswickw4.com/page/brentfordtw8/info/congsk010.htm), [[6]](https://www.petersonhk.com/about-us/news-release/hadley-a-peterson-group-portfolio-company-completes-acquisition-of-historical-gsk-headquarters-in-brentford-west-london/)

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## Bibliography

1. <https://www.bdonline.co.uk/news/plans-in-for-2300-home-redevelopment-of-former-gsk-headquarters/5137715.article> - Please view link - unable to able to access data
2. <https://www.turley.co.uk/news/planning-application-submitted-former-gsk-hq> - Turley submits planning application on behalf of Hadley Property Group for major retrofit-led neighbourhood at former GSK headquarters in Brentford. Spanning 13 acres, the proposals would deliver 2,300 homes and studio flats, with a mix of tenures including Build-to-Rent, co-living and purpose-built student accommodation. The scheme would provide 35 per cent affordable housing and more than 330,000 square feet of flexible commercial, retail and community space to support a diverse local economy. The masterplan, developed by Haworth Tompkins, Studio Egret West, DRMM and Metropolitan Workshop, emphasises a reuse-first approach, reduced embodied carbon, public realm, and stronger links to riverside parks.
3. <https://new.chiswickw4.com/page/brentfordtw8/info/congsk010.htm> - Developer reveals More Details of GSK House Proposals outlines Hadley Property Group’s forthcoming mixed-use masterplan for 980 Great West Road, Brentford. The plan foresees around 2,000 flats across twelve blocks, with at least 35 per cent designated as affordable housing, including 235 socially rented homes. The scheme also contemplates a substantial commercial component, with about 23,345 square metres of space, plus 7,000 square metres of play space, a GP surgery, pharmacy, and multifaith facilities. The project embraces reuse of the substructure and basement, while creating a pedestrian-friendly public realm and community spaces. Art and biodiversity features are highlighted in visuals.
4. <https://new.brentfordtw8.com/page/brentfordtw8/info/congsk008.htm> - Brentford community site BrentfordTW8 reports that Hadley Property Group’s GSK House redevelopment could feature tall blocks and a mix of residential and non-residential space. A scoping opinion indicates two principal elements: a tall block around 25 storeys containing roughly 750 flats, 530 student beds and 330 co-living units, plus 900 square metres of commercial floorspace and about 2,700 square metres of community space; and a second 15-storey section with a further 750 flats and a larger share of commercial space. Across the 13.4-acre site, access would be via Boston Manor Road and Great West Road, with around 240 parking spaces.
5. <https://www.petersonhk.com/real-estate/gsk-house-u-k/> - GSK House, U.K. on 980 Great West Road in Brentford is listed by Peterson Group as a 13.4-acre campus-style site acquired in 2024 in partnership with Hadley Property Group. The entry describes plans to transform the former headquarters into an inclusive mixed-use development offering a range of housing options alongside commercial, charitable, educational and community spaces. The project is positioned to contribute to Brentford’s night-time economy and generate local employment opportunities. While specific numbers are not fixed in this summary, the emphasis remains on adaptive reuse and a broadly vibrant, sustainable redevelopment aligned with contemporary urban regeneration objectives for London.
6. <https://www.petersonhk.com/about-us/news-release/hadley-a-peterson-group-portfolio-company-completes-acquisition-of-historical-gsk-headquarters-in-brentford-west-london/> - Hadley, a Peterson Group portfolio company, completed the acquisition of GSK House in Brentford in November 2024. The release confirms Hadley’s intention to submit proposals for a new mixed-use neighbourhood to Hounslow in 2025. The 13-acre site at 980 Great West Road has stood empty for years, and Hadley, supported by Peterson Group, aims to develop an inclusive scheme featuring housing alongside commercial, charitable, educational and community spaces. A design team including Haworth Tomkins, Studio Egret West, DRMM and McGregor Coxall has been engaged; public consultation is planned as part of a collaborative planning process for Brentford in London.
7. <https://www.hadley-brentside.co.uk/the-site> - The Site page on Hadley’s Brentford project describes the 13.4-acre site and its strategic setting at the junction of key west London routes. It outlines the intention to regenerate the former GSK headquarters at 980 Great West Road into a sustainable, mixed-use neighbourhood with enhanced public realm and community facilities. While the site remains in pre-construction phase and detailed design continues, the emphasis is on stakeholder engagement, mobility improvements and long-term social value. The page also highlights the site’s proximity to Boston Manor Park and the River Brent, and signals Hadley’s commitment to working closely with residents throughout the process.